



OFFICE OF THE COMMISSIONER

Frank H. Murkowski, Governor

Edgar Blatchford
Commissioner
P.O. Box 110800
Juneau, Alaska 99811-0800
NEWS RELEASE

Jennifer Payne
Communications Specialist
907-269-4568
fax: 907-269-8125
www.commerce.state.ak.us

For Immediate Release: June 27, 2005

Wild Alaska Seafood featured at Asian fish buyers conference

The Department of Commerce, Community and Economic Development will host its first Asia Fish Buyers Conference, Thursday, June 30 at the Millennium Hotel. The conference will showcase wild Alaska seafood with the goal of expanding Alaska's seafood sales to Asia.

Nearly 60 people have registered for the conference overall, including 11 executive chefs and 23 seafood buyers from Asian Countries, primarily Korea. The conference agenda includes presentations regarding Alaska's superior seafood products, finance tips, and business partnership opportunities. About 15 Made-in-Alaska products will be featured as vendors attempt to capture an international audience for value-added Alaska seafood products.

Department of Commerce, Community and Economic Development Commissioner, Edgar Blatchford said due to a focused push to showcase Alaska seafood worldwide, sales have increased dramatically. "From 1996 to 2001 seafood exports were relatively flat. In the last few years, seafood export sales have increased around a half-a-billion dollars to \$1.7 billion in 2004," said Blatchford. "The Asian market is still growing and we have the ability to capture even more of that market if we consistently and aggressively pursue it."

To kick off the conference on June 29, 2005, attendees will receive tours of local seafood retail outlets and will attend a dinner reception to sample a variety of fresh Alaska seafood.

On July 1, some of the conference attendees will take the Alaska Railroad to Seward where they will tour the Alaska Sealife Center, visit a processing plant and sightsee in the area.

June 30, 2005 Conference agenda

9:00 – 10:00 am	Opening plenary/welcome and introduction Commissioner Edgar Blatchford, Dept. of Commerce Korean Consulate General, Jae G. Kim
10:00 – 10:30 am	Economy and investment opportunity in Alaska Mark Edwards, Economist
10:30 – 11:00 a.m.	How to do business in Asia, K.S. Kim, State of Alaska Korean Office Representative
11:00 - 11:30 a.m.	Korea/Alaska seafood logistics, Michael Lim, Korean Air
11:30 – 12:00 p.m.	Alaska fisherman perspective, Bruce Schactler Independent fisherman
12:00 – 1:00 p.m.	Lunch
1:00 – 2:00 p.m.	International financing, Joseph J Kocienda, Wells Fargo Bank
2:00 – 3:00 p.m.	WUSATA- How to apply for grants for overseas marketing, Eliza Lane, Outreach Coordinator
3:00 – 4:00 p.m.	Alaska Seafood Marketing Institute, K.C. Dochterman Director of International Marketing

###

